



EXTERNAL INTEGRATED SUMMATIVE ASSESSMENT

WRITTEN ASSESSMENT- PAPER 2

MEMORANDUM

CANDIDATE INFORMATION

SURNAME													
NAMES													
ID NUMBER													
EISA REGISTRATION NUMBER													
ASSESSMENT CENTRE													
ASSESSMENT CENTRE ACCREDITATION NUMBER													

QUALIFICATION INFORMATION

QUALIFICATION TITLE	Occupational Certificate: Marketing Coordinator
SAQA ID	118706
NQF LEVEL	5
CREDITS	175
DURATION	3 hours
TOTAL MARKS	150
PASS MARK	97
DATE OF EISA	May and November

GENERAL EISA RULES

- a) Candidates are **ONLY** allowed to use the supplied **EISA BOOKLETS**.
- b) Candidates can **ONLY** use a **BLACK PEN** for their answers.
- c) Candidates to ensure that their **NAMES, SURNAMES** and **EISA registration numbers** appear on the front of their EISA booklet.
- d) This is a closed-book examination. Therefore, no other materials or belongings are to be brought into the assessment centre. Should you bring any other materials or belongings into the assessment centre, you will be required to leave such at the front of the assessment centre examination room. The assessment centre will not be held liable for any loss or damage to property brought into the assessment centre examination room.
- e) All EISA booklets must be handed back to the invigilator intact. No paper may be torn off from the EISA booklet. The removal of EISA booklets from the examination room is prohibited.
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- g) Unless this is an online examination where access to a computer will be made available to you, the use of any communication devices, including smart watches, cell phones, tablets, iPads, headphones and laptops, are prohibited.
- h) All cell phones are to be switched off for the duration of the EISA.
- i) The invigilator will not assist you with the explanation of questions related to the EISA.
- j) Candidates are prohibited from conversing in any manner with other students.
- k) Candidates may not leave the examination venue within one hour of the start of the examination and in the last 10 minutes of the allotted examination period.
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I HEREBY CONFIRM THAT I HAVE READ THE ABOVE EISA RULES AND DECLARE THAT I UNDERSTAND AND ACCEPT THE RULES

CANDIDATE SIGNATURE

Question 1

1.1 Read the following case study and answer the question/s that follow:

At S'JAVA Bottled Water, a marketing intern plays a crucial role in managing invoices related to new marketing campaigns. As vendors submit their invoices, often via email or through the company's procurement platform, the intern must first ensure that each invoice is complete. This includes verifying that it contains the vendor's details, the invoice number and date, a detailed breakdown of services rendered, the total amount due, and the payment terms.

Once the invoices are received, the intern conducts an initial review to confirm that the services align with the agreed contract and that the amounts fall within the allocated budget for the campaign. To keep track of all invoices, the intern creates a comprehensive invoice log. This log includes key details such as the invoice number, vendor name, date received, amount due, and approval status. Additionally, any supporting documents like contracts or email confirmations are gathered and attached for reference.

The next step involves preparing a request for approval. The intern drafts an email to their supervisor or the finance department, summarizing the invoice and highlighting any discrepancies or issues. This email includes the invoice and any relevant supporting documents. If a response is not received within a few days, the intern is encouraged to send a polite follow-up email to ensure the request is addressed.

Once the finance department reviews and approves the invoice, the payment is processed. It is essential for the intern to provide any additional information required by the finance team to facilitate this process. After payment is confirmed, the intern should update the invoice log to reflect the status accurately.

Finally, all invoices and related documents should be stored in an organized digital folder for easy future retrieval. At the end of the campaign, it is beneficial for the intern to review the invoicing process to identify areas for improvement. By following these steps, the marketing intern not only ensures a smooth invoice approval process but also contributes to the overall success of S'JAVA Bottled Water's marketing initiatives. Effective communication, attention to

detail, and timeliness are vital skills that will enhance the intern's experience and support the company's operations.

1.1.1 As a Marketing intern for S'java what can you do to assist in the process of receiving and get approval for payment of invoices? (10)

Learner should outline the receiving process and link it to the given scenario. The answer can be as follows but assessor discretion can be used: Award 2 marks for each relevant step and explanation.

1. Receiving Invoices:

- **Vendor Submission:** Vendors will send invoices via email or through the company's procurement platform.
- **Check for Completeness:** Review each invoice to ensure it includes:
 - Vendor details (name, address, contact information)
 - Invoice number and date
 - Detailed breakdown of services rendered
 - Total amount due
 - Payment terms

2. Initial Review:

- **Verify Services:** Cross-check the invoice against the service agreement or contract to confirm that the services were delivered as promised.
- **Confirm Budget Alignment:** Ensure the invoice amount aligns with the allocated budget for the marketing campaign.

3. Documentation:

- **Create an Invoice Log:** Maintain a spreadsheet or document that tracks:
 - Invoice number
 - Vendor name
 - Date received
 - Amount due
 - Approval status

- **Attach Supporting Documents:** Gather any related documents (e.g., contracts, email confirmations) and attach them to the invoice for reference.

4. Approval Process:

- **Prepare Approval Request:** Draft an email to your supervisor or the finance department requesting approval for payment. Include:
 - A brief overview of the invoice
 - Highlight any discrepancies or issues
 - Attach the invoice and supporting documents
- **Follow Up:** If you don't receive a response within a few days, send a polite follow-up email.

5. Payment Processing:

- **Finance Department Review:** Once approved, the finance department will process the payment. Ensure you provide any additional information they may require.
- **Confirmation of Payment:** After the payment is processed, request confirmation from the finance team and update your invoice log accordingly.

1.1.2 Read the following case study and answer the question/s that follow:

Here's a budget template for Thabo's Toy Store that includes both planned and actual figures for 2020.

Thabo's Toy Store Budget for 2020

Category	Planned (R)	Actual (R)	Variance (R)
Revenue			
Sales Revenue	200 000	180 000	-20 000
Other Income	10 000	8 000	-2 000
Total Revenue	210 000	188 000	-22 000
Expenses			

Category	Planned (R)	Actual (R)	Variance (R)
Rent	15 000	15 000	0
Utilities	4 000	4 500	-500
Salaries	50 000	48 000	2,000
Marketing	8 000	10 000	? b
Miscellaneous	3 000	2 500	?c
Total Expenses	80 000	80 000	0
Surplus	? a	13 000	-17 000

1.1.2.1 Calculate the Surplus (a)

Calculation:

Surplus = Total Revenue - Total Expenses

Planned Surplus = Planned Total Revenue - Planned Total Expenses
= R210,000 - R80,000 = **R130,000 (1 mark for correct answer)**

1.1.2.2 Calculate the Variance for Marketing (b)

Calculation:

Variance = Actual - Planned

Marketing Variance = Actual Marketing Expenses - Planned Marketing Expenses
= R10,000 - R8,000 = **R2,000 (1 mark for correct answer)**

1.1.2.3 Calculate the Variance for Miscellaneous (c)

Calculation:

Variance = Actual - Planned

Miscellaneous Variance = Actual Miscellaneous Expenses - Planned Miscellaneous Expenses

= R2,500 - R3,000 = **R500 (1 mark for correct answer)**

1.1.2.4 Budget Analysis Report

Marks will be awarded as follows: Correct report format 2 marks; Analysing 3 marks; possible reasons 2 marks. Assessor discretion can be applied.

Budget Analysis Report:

To: Management **Team**
From: [Your **Name]**
Date: [Insert **Date]**
Subject: Analysis of Planned vs. Actual Budget for 2020

1. Overview:

The budget for Thabo's Toy Store for the year 2020 indicates several variances between planned and actual figures, which impact the overall financial performance of the store.

2. Revenue Analysis:

- **Planned Revenue:** R210,000
- **Actual Revenue:** R188,000
- **Variance:** -R22,000 (Unfavorable)

The store fell short of its revenue targets due to lower-than-expected sales, which could be attributed to factors such as decreased foot traffic, increased competition, or ineffective marketing strategies.

3. Expense Analysis:

- **Total Expenses Planned:** R80,000
- **Total Expenses Actual:** R80,000
- **Variance:** R0

The store managed to keep its expenses in line with the budget.

4. Specific Expense Variances:

- **Marketing Expenses:**

- Planned: R8,000
- Actual: R10,000
- **Variance:** -R2,000 (Unfavorable)

The overspend in marketing could indicate an attempt to boost sales that did not yield the expected revenue increase.

- **Miscellaneous Expenses:**

- Planned: R3,000
- Actual: R2,500
- **Variance:** R500 (Favorable)

This saving reflects effective management of miscellaneous costs.

5. Surplus Analysis:

- **Planned Surplus:** R130,000
- **Actual Surplus:** R13,000
- **Variance:** -R117,000 (Unfavorable)

The significant reduction in surplus underscores the impact of lower revenue and increased marketing expenses.

6. Recommendations:

- **Review Marketing Strategies:** Assess the effectiveness of current marketing efforts and explore more targeted campaigns to boost sales.
- **Enhance Customer Engagement:** Implement promotional offers or events to attract customers and increase foot traffic.
- **Monitor Expenses:** Continue to manage expenses carefully, particularly in marketing, to ensure they align with revenue generation.

1.2.1 Read the following case study and answer the question/s that follow:

Aphrodite Kitchenware specializes in high-quality kitchen tools and gadgets, aiming to provide innovative solutions for home cooks. The company has been operational for three years and is looking to assess its performance metrics over the last fiscal year. The sales revenue target for the year was set at R500 000, but the actual revenue achieved was R475 000, resulting in a variance of -R25 000. This shortfall indicates potential issues in market reach or product demand. Additionally, the gross profit margin target was 40%, while the actual margin was

38%, reflecting a slight decline of 2%. This decrease suggests increased costs of goods sold or pricing challenges that have impacted overall profitability.

Customer acquisition cost (CAC) was another critical metric, with a target of R50 and an actual cost of R65, resulting in a variance of +R15. This higher CAC indicates that marketing strategies may need reevaluation to attract customers more efficiently. The customer retention rate, targeted at 75%, fell to 70%, showing a variance of -5%. A lower retention rate suggests that existing customers are not returning as frequently, potentially due to product satisfaction or increased competition. The inventory turnover ratio, which was targeted at 5 times, ended up at 4 times, indicating a variance of -1. This lower ratio signifies slower sales or overstock issues, which can tie up capital and affect cash flow. Lastly, the Net Promoter Score (NPS) aimed for a target of 60 but achieved only 55, reflecting a variance of -5. This score indicates that while customers are generally satisfied, there is still room for improvement in customer experience and loyalty.

In summary, Aphrodite Kitchenware faced challenges in meeting several key performance indicators in the past fiscal year. The sales revenue fell short primarily due to ineffective marketing strategies and heightened competition. The decrease in gross profit margin indicates rising costs that need to be managed. Moreover, the increase in customer acquisition costs highlights the necessity for a more efficient marketing approach, while the drop in customer retention rates suggests that improving customer satisfaction and engagement is crucial. The inventory turnover ratio indicates potential overstock issues that could impact cash flow, and the NPS score reveals that enhancing customer loyalty and word-of-mouth referrals is essential. To address these challenges, Aphrodite Kitchenware should consider revising its marketing strategies to focus on targeted advertising, enhancing product quality and support through customer feedback, optimizing inventory management to align levels with demand, and developing loyalty programs to increase retention rates and encourage repeat purchases. By taking these actions, the company can improve its overall performance and achieve its strategic goals in the upcoming year.

1.2.1.1 What was the planned sales revenue for Aphrodite Kitchenware in the last fiscal year? (1)

a. R475 000

b. R500 000

c. R550 000

d. R450 000

1.2.1.2 What was the actual sales revenue achieved by Aphrodite Kitchenware? (1)

a. R500 000

b. R475 000

c. R450 000

d. R400 000

1.2.1.3 How much did the sales revenue fall short of the target? (1)

a. R15 000

b. R25 000

c. R30 000

d. R20 000

1.2.1.4 What was the target gross profit margin for the year? (1)

q. 35%

b. 40%

c. 45%

d. 30%

1.2.1.5 What was the actual gross profit margin achieved? (1)

a. 38%

b. 40%

c. 36%

d. 37%

1.2.1.6 What was the customer acquisition cost (CAC) target? (1)

a. R40

b. R50

c. R60

d. R70

1.2.1.7 What was the actual CAC reported by Aphrodite Kitchenware? (1)

a. R50

b. R55

c. R65

d. R70

1.2.1.8 What was the target customer retention rate? (1)

a. 70%

b. 75%

c. 80%

a. 85%

1.2.1.9 What was the actual customer retention rate achieved? (1)

a. 75%

b. 70%

c. 68%

d. 72%

1.2.1.10 What was the target inventory turnover ratio? (1)

a. 4 times

b. 5 times

c. 6 times

d. 3 times

Read the following case study and answer the question/s that follow:

Zeerust Tyre Centre is a well-established automotive service provider specializing in the sale and installation of tyres, as well as offering a range of vehicle maintenance services. Over the past fiscal year, the business has focused on improving its operational efficiency and customer satisfaction. In this reporting period, the centre set several key performance metrics to evaluate its performance.

The sales revenue target for the year was R3,000,000, but the actual revenue achieved was R2,700,000, resulting in a shortfall of R300,000. This decline indicates challenges in attracting new customers and upselling additional services. The customer acquisition cost was higher than anticipated, with a target of R600 compared to an actual cost of R750. This higher CAC suggests that marketing efforts were not as effective in converting leads into customers. The customer retention rate also fell short of expectations, with a target of 85% but an actual rate of only 80%. This lower retention rate points to potential issues with service quality or customer satisfaction that need to be addressed. Furthermore, the gross profit margin was below target at 35%, compared to the expected 40%, indicating that increased costs of goods sold or competitive pricing pressures may be affecting profitability.

Average service times increased significantly, with a target of 1 hour but an actual duration of 1.5 hours. This longer service time may lead to customer dissatisfaction and reduced throughput. Additionally, the company's market share declined from a target of 20% to only 15%, reflecting increased competition and highlighting the need for improved marketing strategies. Customer satisfaction scores also showed a decline, with a target of 90% compared to an actual score of 85%. This score underscores areas where the customer experience could be enhanced, particularly in service quality and turnaround time. Finally, the return on investment (ROI) was lower than expected, at 25% against a target of 30%, suggesting that investments in marketing and operational improvements are not yielding the anticipated returns.

In summary, Zeerust Tyre Centre encountered several challenges in achieving its performance metrics over the past fiscal year. The shortfall in sales revenue, higher customer acquisition costs, and declining customer retention rates highlight significant areas for improvement. Additionally, the lower gross profit margin, extended average service times, and decreased market share underscore the necessity for enhanced marketing strategies and operational efficiencies. By focusing on these areas, Zeerust Tyre Centre can work towards achieving its strategic goals and improving its market position in the upcoming year.

1.2.2 As the Marketing Manager of Zeerust Tyre Centre write report on performance metrics as per the case study. (10)

Marks will be awarded for correct identification of metrics elements (4 marks), correct report format. Assessor discretion (3 marks) and link to the case study (3 marks)

Here are the performance metrics for Zeerust Tyre Centre:

1. Sales Revenue

- Target: R3,000,000
- Actual: R2,700,000
- Variance: -R300,000

2. Customer Acquisition Cost (CAC)

- Target: R600
- Actual: R750
- Variance: +R150

3. Customer Retention Rate

- Target: 85%
- Actual: 80%
- Variance: -5%

4. Gross Profit Margin

- Target: 40%
- Actual: 35%
- Variance: -5%

5. Average Service Time

- Target: 1 hour
- Actual: 1.5 hours
- Variance: +0.5 hours

6. Market Share

- Target: 20%
- Actual: 15%
- Variance: -5%

7. Customer Satisfaction Score

- Target: 90%
- Actual: 85%
- Variance: -5%

8. Return on Investment (ROI)

- Target: 30%
- Actual: 25%
- Variance: -5%

Read the following case study and answer the question/s that follow:

The Place is a boutique hotel located in KwaZulu-Natal, known for its unique design, personalized service, and beautiful views of the surrounding landscape. Over the past year, the hotel has focused on enhancing guest experiences and improving its service offerings. To evaluate its performance, The Place has gathered customer feedback through various channels, including online reviews, surveys, and direct comments.

In the recent reporting period, The Place set several key performance metrics to assess its success and areas for improvement. The hotel aimed to achieve a target occupancy rate of 80%, while the actual occupancy rate was 75%. This shortfall suggests challenges in attracting guests, particularly during the off-peak season.

The average daily rate (ADR) target was set at R1,200, but the actual ADR achieved was R1,000. This variance indicates potential pricing issues or competition from nearby accommodations. The hotel also aimed for a customer satisfaction score of 90%, but the actual score was 85%, reflecting areas that require attention.

In terms of customer feedback, numerous unstructured comments were gathered from guests. Many guests praised the hotel's ambiance and decor, describing it as "charming" and "Instagram-worthy." However, some guests noted issues with service speed, particularly during peak dining hours, with comments like "service was slow, but the food was delicious." Others highlighted the need for better communication regarding amenities, stating, "I wish I had known about the spa services beforehand; it would have made my stay even better."

Several guests mentioned the cleanliness of the rooms positively, with remarks such as "the rooms were spotless and well-maintained." However, some feedback pointed out that the Wi-Fi connectivity was inconsistent, with comments like "the internet was slow in my room, which made it hard to work."

Guests also provided suggestions for improvement. Some recommended offering more local experiences or tours, saying, "It would be great to have guided tours of the area available." Others suggested improving the breakfast menu variety, with comments like "I loved the breakfast, but I would appreciate more options."

In summary, The Place has received a mix of positive and constructive feedback from its guests. While the hotel excels in ambiance and cleanliness, it faces challenges related to service speed and guest communication. By addressing these areas and leveraging customer suggestions, The Place can enhance its offerings and improve overall guest satisfaction in the upcoming year.

2.1.1 Write a formal report to the Marketing Manager of The Place highlighting elements of positive and negative feedback from customers and make recommendations on how to satisfy customer needs. (15)

Learners to outline both elements (10 marks). Assessor discretion to be applied on awarding of marks on the elements. 5 marks to be awarded for the learner's ability to link with the case study. Some elements to be considered are listed below:

Elements of Positive Feedback

1. **Ambiance and Decor:** Guests described the hotel as "charming" and "Instagram-worthy."
2. **Cleanliness:** Many praised the rooms for being "spotless and well-maintained."
3. **Food Quality:** Guests enjoyed the meals, noting that "the food was delicious."
4. **Personalized Service:** Positive comments about the attentive and friendly staff.

Elements of Negative Feedback

1. **Service Speed:** Complaints about slow service during peak dining hours, with comments like "service was slow."
2. **Wi-Fi Connectivity:** Issues with inconsistent internet service in rooms, making it hard for guests to work.
3. **Communication:** Guests expressed a desire for better information regarding amenities, such as spa services.
4. **Breakfast Variety:** Suggestions for an expanded breakfast menu to provide more options.

Read the following case study and answer the question/s that follow:

Steve Madden sneakers have gained popularity among fashion-forward individuals, particularly millennials and Gen Z consumers who value style, comfort, and affordability. The brand is known for its trendy designs that seamlessly blend street style with contemporary fashion, making them a go-to choice for those looking to make a statement. In a recent marketing campaign, Steve Madden introduced a new line of sneakers called the "Urban Chic Collection." These sneakers feature bold colors, unique patterns, and innovative materials that cater to the tastes of young, urban dwellers. The collection emphasizes versatility, allowing wearers to pair the sneakers with casual outfits or dress them up for a night out.

The specific target market for Steve Madden sneakers includes young adults aged 18 to 35 who are fashion-conscious and active on social media platforms. This demographic seeks footwear that reflects their personal style while offering comfort for their busy lifestyles. They often prioritize brands that align with their values, such as sustainability and ethical production practices. To reach this audience, Steve Madden leveraged social media influencers and fashion bloggers to showcase the Urban Chic Collection. By partnering with popular figures who resonate with their target market, the brand effectively generated buzz and excitement around the new line. Engaging content, including styling tips and user-generated posts, helped create a community around the sneakers, encouraging customers to share their own looks.

Steve Madden sneakers, particularly the Urban Chic Collection, cater to a specific target market of young, fashion-forward individuals. By focusing on trendy designs, comfort, and affordability, the brand successfully appeals to the values and preferences of millennials and Gen Z consumers, making it a desirable choice in the competitive sneaker market.

2.2.1 As the Marketing Specialist for Steve Madden write a comprehensive report on product features, advantages, and benefits for the specific target market. (20)

(Hint proper report format to be used)

Model answer. Assessor discretion advised.

- **Product Features:** 5 marks
- **Advantages:** 5 marks
- **Benefits:** 5 marks
- **Report format:** 5 marks

To: Marketing Team
From: [Your Name], Marketing Specialist
Date: [Insert Date]
Subject: Report on Urban Chic Collection for Target Market

1. Introduction

The purpose of this report is to analyze the product features, advantages, and benefits of the Steve Madden Urban Chic Collection sneakers. This analysis aims to align the product offerings with the preferences of our target market: young adults aged 18 to 35 who are fashion-conscious and value comfort, style, and sustainability.

2. Product Features

- **Trendy Designs:** The Urban Chic Collection features bold colors and unique patterns that cater to current fashion trends.
- **Innovative Materials:** Made from high-quality materials that provide durability and comfort.
- **Versatile Styles:** Designed to be worn casually or dressed up for different occasions.
- **Sustainability Focus:** Incorporates eco-friendly practices in production and material sourcing.

3. Advantages

- **Fashion Appeal:** The trendy designs resonate well with millennials and Gen Z consumers who prioritize style.
- **Comfort:** The use of innovative materials ensures that the sneakers are comfortable for all-day wear, aligning with the active lifestyles of our target market.
- **Affordability:** Positioned as a cost-effective option without compromising on quality, making them accessible to a broader audience.
- **Community Engagement:** Collaborations with social media influencers create a sense of community and enhance brand visibility.

4. Benefits

- **Personal Expression:** The collection allows young adults to express their individuality through unique sneaker designs.
- **Lifestyle Compatibility:** Sneakers that cater to both casual and dressy occasions suit the dynamic lifestyles of our target market.
- **Social Responsibility:** By emphasizing sustainability, the Urban Chic Collection appeals to consumers who prioritize ethical brands.

- **Enhanced Brand Loyalty:** Engaging content and influencer partnerships foster a sense of belonging and loyalty among customers.

5. Conclusion

The Steve Madden Urban Chic Collection is strategically designed to meet the needs and preferences of young, fashion-forward consumers. By focusing on trendy designs, comfort, affordability, and sustainability, the collection not only appeals to our target market but also positions Steve Madden as a leader in the competitive sneaker market.

Read the following case study and answer the question/s that follow:

Samson's Hair Care, specializing in remedies for male balding and shower solutions, has seen varied sales trends over the past five years. In 2019, sales reached R4 million, boosted by a new line of hair regrowth products. This increased to R5 million in 2020, driven by heightened grooming awareness during the pandemic.

However, in 2021, sales dipped to R4.5 million due to increased competition. In 2022, sales rebounded to R5.5 million following the launch of a subscription service, attracting customers seeking convenience. By 2023, sales hit a record R6 million, aided by the introduction of revitalizing shampoos and conditioners. Samson's Hair Care has effectively navigated market challenges and opportunities, positioning itself for continued growth in the male grooming sector.

Model answers. Assessor to award marks for any other relevant answers.

2.3.1 a) What does the term sales trend mean? (1)

Answer:

Sales trend refers to the general direction in which a company's sales revenue is moving over a specific period, indicating patterns of growth or decline. It helps businesses analyze performance and make informed decisions.

2.3.1 b) What is the general trend of sales revenue for Samson's Hair Care?(2)

Answer:

The general trend of sales revenue for Samson's Hair Care shows a positive trajectory over the five-year period. Sales increased from R4 million in 2019 to R6 million in 2023, despite

a dip in 2021. Overall, the trend indicates growth, particularly with the introduction of new products and services.

2.3.1 c) As a marketing expert, advise Samson on possible ways they could use to correct the sales dip in 2021.(2)

Answer:

1. **Enhanced Marketing Campaigns:** Implement targeted marketing strategies to raise awareness about existing products, focusing on their benefits and differentiating them from competitors.
2. **Promotional Offers:** Introduce limited-time discounts or bundle deals to incentivize purchases and attract new customers during the competitive period.

2.3.2 a) What would be the likely effect of the liquidation of Black Like Us, a direct competitor to Samson's Hair Care, on Samson's sales revenue?(1)

Answer:

The liquidation of Black Like Us would likely result in an increase in Samson's sales revenue as customers from the competitor may turn to Samson's Hair Care for their grooming needs, thereby expanding Samson's market share.

2.3.2 List 4 benefits of understanding the sales trends of a product or an industry.(4)

Answer:

1. **Informed Decision-Making:** Businesses can make strategic decisions regarding product development, marketing, and resource allocation based on historical sales data.
2. **Forecasting Future Sales:** Analyzing trends helps in predicting future sales performance, aiding in budgeting and planning.
3. **Identifying Market Opportunities:** Understanding sales trends can reveal new market opportunities and consumer preferences, allowing companies to capitalize on them.
4. **Competitive Analysis:** Monitoring sales trends enables businesses to gauge their performance against competitors and adjust strategies accordingly.

SUB- TOTAL: 45 marks

Question 3

Read the following case study and answer the question/s that follow:

You are the Marketing Manager for Sizanani Medical Aid Fund and you are responsible for the inbound call centre which deals with sales. Sizanani has 3 main packages on offer namely the DeluxeMed which caters for high net worth customers and has unlimited medical coverage, the Siyazama package which offers private hospital admission as well as a selected specialist and unlimited GP visits. They also have the Basic Plan which allows limited visits to GPs on the network and basic hospitalisation for a limited number of days. You have been asked to train 10 new agents on selling in the contact centre.

3.1.1 Prepare a customer communication script for the new agents to utilise when fielding a call from a potential customer. (25)

(Hint: the learner has to be creative and make a submission worthy of the allocated marks)

Learner should show understanding of what a communication script is and design one, marks to be allocated as follows. Assessor discretion is advised.

1. Introduction (5 Marks)

- Clear greeting and identification of the agent.
- Warm and friendly tone.

2. Identifying Customer Needs (5 Marks)

- Asking relevant questions to understand the customer's situation.
- Engaging the customer in conversation.

3. Package Overview (5 Marks)

- Clear and concise descriptions of each package.
- Highlighting unique features of each plan.

4. Highlighting Benefits (5 Marks)

- Emphasizing key benefits that appeal to the customer.
- Relating benefits to customer needs.

5. Addressing Questions (3 Marks)

- Encouraging customer questions and providing informative responses.

6. Encouraging Decision (2 Marks)

- Prompting the customer to make a decision.
- Ensuring a smooth transition to the application process.

Read the following case study and answer the question/s that follow:

LReeds Car Hire recently launched a targeted marketing campaign aimed at increasing bookings and expanding its customer base. The campaign focused on promoting affordable rates, a diverse fleet of vehicles, and exceptional customer service. To gauge its effectiveness, LReeds implemented a systematic approach to collect and evaluate leads and responses from various role players.

As the campaign progressed, LReeds utilized online forms, social media engagement, and direct outreach to generate leads. The marketing team set a goal to obtain 500 leads over the three-month campaign period. They also established key performance indicators (KPIs) to measure response rates, customer inquiries, and booking conversions.

At the end of the campaign, LReeds analyzed the data collected. The results showed that the company generated 700 leads, surpassing its initial goal. Of these leads, 60% came from online inquiries, particularly through social media promotions and the website. The remaining 40% resulted from direct outreach efforts and referral programs.

In terms of response activities, LReeds found that the average response time to customer inquiries was under two hours, which was well within the desired timeframe. Customer feedback revealed that timely responses contributed significantly to customer satisfaction and increased the likelihood of booking.

The booking conversion rate from leads was 25%, indicating that 175 leads resulted in confirmed bookings. Customers appreciated the competitive pricing and the variety of vehicles available, which aligned with their travel needs. Additionally, the follow-up surveys indicated a high level of satisfaction with the booking process and vehicle quality.

Overall, the campaign was deemed successful, not only in exceeding lead generation goals but also in fostering positive customer experiences. The evaluation of leads and responses highlighted the effectiveness of digital marketing strategies and the importance of prompt customer service in driving conversions. Moving forward, LReeds Car Hire plans to continue refining its marketing efforts based on these insights to further enhance customer engagement and increase bookings.

3.1.2 Answer the following questions

3.1.2.1 What was the primary goal of LReeds Car Hire's marketing campaign? (1)

- a. Increase brand awareness

b. Generate leads and bookings

- c. Expand the vehicle fleet
- d. Improve customer service

3.1.2.2 How many leads did LReeds Car Hire aim to generate during the campaign? (1)

- a. 300
- b. 500**
- c. 700
- d. 1000

3.1.2.3 What percentage of leads came from online inquiries? (1)

- a. 30%
- b. 40%
- c. 50%
- d. 60%**

3.1.2.4 What was the average response time to customer inquiries? (1)

- a. 1 hour
- b. 2 hours**
- c. 3 hours
- d. 4 hours

3.1.2.5 What was the booking conversion rate from leads? (1)

- a. 10%
- b. 15%
- c. 25%**
- d. 35%

3.1.2.6 How many confirmed bookings resulted from the leads generated? (1)

- a. 100
- b. 150
- c. 175**

d. 200

3.1.2.7 Which marketing strategy contributed most to lead generation? (1)

a. Print ads

b. Social media promotions

c. Television commercials

d. Billboards

3.1.2.8 What aspect of customer service received positive feedback? (1)

a. Vehicle variety

b. Pricing

c. Timely responses

d. Online booking system

3.1.2.9 What was one of the key performance indicators (KPIs) used to measure campaign success? (1)

a. Number of vehicles rented

b. Customer satisfaction scores

c. Response rates

d. Social media followers

3.1.2.10 What future plans did LReeds Car Hire consider based on the campaign evaluation? (1)

a. Reduce marketing budget

b. Expand vehicle fleet

c. Refine marketing efforts

d. Change customer service policies

Read the following case study and answer the question/s that follow:

Vodafone, a leading telecommunications company, provides mobile and broadband services across various markets. Recently, the company has faced challenges in meeting customer expectations, particularly regarding service reliability, customer support, and billing transparency. In a recent customer survey, Vodafone discovered that many customers expressed dissatisfaction with several aspects of their service. Customers reported frequent network outages and slow data speeds, which hindered their daily usage. Additionally, many experienced long wait times when reaching out to customer service, leading to frustration and unresolved issues. Confusion also arose over unexpected charges on bills, with customers feeling inadequately informed about their plans and usage limits.

Customers typically expect reliable and fast network service, quick and efficient support when issues arise, and clear and transparent billing practices. To evaluate the customer experience, Vodafone implemented a comprehensive evaluation process. This included conducting surveys targeting customers who had recently interacted with the services and analyzing feedback on social media platforms for real-time insights.

Performance metrics were tracked, including service uptime against industry benchmarks, average response times and resolution rates in customer service, and the percentage of billing inquiries resolved satisfactorily. Feedback analysis highlighted common themes related to service reliability, support, and billing, while root cause analysis investigated internal processes leading to outages, delays in support, and billing errors.

The findings revealed significant performance gaps. Network outages were found to be higher than industry standards, contributing to customer dissatisfaction. Average wait times for customer support exceeded ten minutes, with many customers reporting multiple transfers before reaching a resolution. Furthermore, a considerable percentage of customers reported confusion over charges, indicating a need for clearer communication regarding billing practices. By evaluating these gaps in service reliability, customer support, and billing transparency, Vodafone can gain a better understanding of how its performance aligns with customer expectations. This evaluation is critical for impacting customer satisfaction and

loyalty. Establishing regular monitoring and feedback mechanisms will be essential for ensuring continuous improvement in the future.

3.2.1 As the Marketing Manager for Vodafone prepare a report to management with recommendations (minimum 6) on how to close the gap between the actual customer experience and their expectations (15)

Learner will receive 3 marks for proper report format and presentation

Learner will receive 2 marks for identifying and explaining the recommendation. Answer may include

Enhance Network Reliability:

- **Infrastructure Investment:** Allocate funds to upgrade network infrastructure and technology to minimize outages and improve data speeds.

Improve Customer Support:

- **Training Programs:** Develop comprehensive training programs for customer service representatives to enhance product knowledge and problem-solving skills, ensuring they can provide efficient and effective support.

Reduce Wait Times:

- **Callback Options:** Introduce a callback feature in customer service, allowing customers to request a callback instead of waiting on hold, which can improve satisfaction.

Enhance Billing Transparency:

- **Clear Communication:** Revamp billing statements to include clearer explanations of charges, usage limits, and plan details, making it easier for customers to understand their bills.

Gather and Act on Customer Feedback:

- **Regular Surveys:** Conduct regular customer satisfaction surveys to gather feedback on service quality and areas for improvement. Use this data to inform decision-making.

Leverage Technology:

- **AI and Chatbots:** Utilize AI-driven chatbots for initial customer inquiries to provide instant responses and free up human agents for more complex issues.

Build a Customer-Centric Culture:

- **Employee Empowerment:** Empower employees to make decisions that enhance customer experiences, fostering a culture that prioritizes customer satisfaction.

Monitor Competitor Practices:

- **Benchmarking:** Regularly compare Vodafone's customer experience metrics against competitors to identify best practices and areas for improvement.

Read the following case study and answer the question/s that follow:

Many customers discovered that Dintle's Baby Oil makes an effective moisturizer for dry skin, particularly in winter months. Users also found the oil to be a gentle and effective makeup remover, easily breaking down even waterproof products. Beyond infant massage, adults began using it for their own relaxation massages, providing a soothing experience. Additionally, Dintle's Baby Oil has been repurposed as a deep-conditioning treatment for dry or damaged hair, adding shine and moisture.

Customers have started using the oil to soften cuticles and nourish nails, promoting healthy growth. Some users have found that applying the oil before shaving helps reduce irritation and provides a smoother shave. Adding a few drops to bath water creates a moisturizing experience for both babies and adults, leaving skin soft and supple. Furthermore, blending the baby oil with essential oils allows customers to create a personalized body oil with soothing fragrances.

Athletes and active individuals use the oil to prevent chafing during workouts by applying it to high-friction areas. A few drops can also be added to a diffuser or cotton ball to impart a light, pleasant scent throughout the home. The Dintle's Baby Oil campaign successfully highlighted the product's versatility, resonating with customers who appreciate its multifunctional benefits. By showcasing these alternative uses, the brand not only strengthened its connection with existing customers but also attracted new users looking for a reliable and versatile oil for various applications.

3.2.2 As the marketing manager write a report on the alternative ways that customers are using the product. (15)

Allocate 2 marks for each relevant alternative way. 5 marks for report format

- ☐ **Moisturizer for Dry Skin: 2 Marks**
- ☐ **Makeup Remover: 2 Marks**
- ☐ **Relaxation Massage Oil: 2 Marks**
- ☐ **Deep-Conditioning Treatment for Hair: 2 Marks**
- ☐ **Nail and Cuticle Care: 2 Marks**
- ☐ **Shaving Oil: 2 Marks**
- ☐ **Bath Oil: 2 Marks**

☐ **Chafing Prevention: 2 Marks**

☐ **Home Fragrance: 2 Marks**

Read the following case study and answer the question/s that follow:

LReeds Car Hire recently launched a targeted marketing campaign aimed at increasing bookings and expanding its customer base. The campaign focused on promoting affordable rates, a diverse fleet of vehicles, and exceptional customer service. To gauge its effectiveness, LReeds implemented a systematic approach to collect and evaluate leads and responses from various role players.

As the campaign progressed, LReeds utilized online forms, social media engagement, and direct outreach to generate leads. The marketing team set a goal to obtain 500 leads over the three-month campaign period. They also established key performance indicators (KPIs) to measure response rates, customer inquiries, and booking conversions.

At the end of the campaign, LReeds analyzed the data collected. The results showed that the company generated 700 leads, surpassing its initial goal. Of these leads, 60% came from online inquiries, particularly through social media promotions and the website. The remaining 40% resulted from direct outreach efforts and referral programs.

In terms of response activities, LReeds found that the average response time to customer inquiries was under two hours, which was well within the desired timeframe. Customer feedback revealed that timely responses contributed significantly to customer satisfaction and increased the likelihood of booking.

The booking conversion rate from leads was 25%, indicating that 175 leads resulted in confirmed bookings. Customers appreciated the competitive pricing and the variety of vehicles available, which aligned with their travel needs. Additionally, the follow-up surveys indicated a high level of satisfaction with the booking process and vehicle quality.

Overall, the campaign was deemed successful, not only in exceeding lead generation goals but also in fostering positive customer experiences. The evaluation of leads and responses highlighted the effectiveness of digital marketing strategies and the importance of prompt customer service in driving conversions. Moving forward, LReeds Car Hire plans to continue refining its marketing efforts based on these insights to further enhance customer engagement and increase bookings.

3.1.3 Answer the following questions

3.1.2.3 What was the primary goal of LReeds Car Hire's marketing campaign? (1)

- a. Increase brand awareness
- b. **Generate leads and bookings**
- c. Expand the vehicle fleet
- d. Improve customer service

3.1.2.4 How many leads did LReeds Car Hire aim to generate during the campaign? (1)

a) 300

b) 500

c) 700

d) 1000

3.1.2.3 What percentage of leads came from online inquiries? (1)

a) 30%

b) 40%

c) 50%

d) 60%

3.1.2.4 What was the average response time to customer inquiries? (1)

a) 1 hour

b) 2 hours

c) 3 hours

d) 4 hours

3.1.2.5 What was the booking conversion rate from leads? (1)

a) 10%

b) 15%

c) 25%

d) 35%

3.1.2.6 How many confirmed bookings resulted from the leads generated? (1)

a) 100

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3.1.2.7 Which marketing strategy contributed most to lead generation? (1)

a) Print ads

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3.1.2.9 What was one of the key performance indicators (KPIs) used to measure campaign success? (1)

a) Number of vehicles rented

b) Customer satisfaction scores

c) Response rates

d) Social media followers

3.1.2.10 What future plans did LReeds Car Hire consider based on the campaign evaluation? (1)

a) Reduce marketing budget

b) Expand vehicle fleet

c) Refine marketing efforts

d) Change customer service policies

Read the following case study and answer the question/s that follow:

Black Panther Shoe Polish recently launched a comprehensive marketing campaign aimed at increasing brand awareness and sales. The campaign, titled "Step Up Your Shine," focused on promoting the product's unique qualities, such as its quick-drying formula and long-lasting shine. The campaign utilized social media, influencer partnerships, and in-store promotions to reach a broader audience.

As the campaign unfolded, Black Panther Shoe Polish set a goal to increase sales by 30% over a three-month period and engage with at least 1,000 customers directly through feedback and interactions. The marketing team implemented various strategies, including eye-catching advertisements on social media platforms, engaging content showcasing shoe care tips, and collaborations with popular fashion influencers. At the end of the campaign, Black Panther Shoe Polish exceeded its sales goal, achieving a remarkable 40% increase in sales. The social media reach significantly expanded, with over 50,000 impressions on posts related to the campaign. Customer engagement was strong, with the brand receiving feedback from more than 1,200 customers, surpassing its interaction target.

Customer feedback highlighted several key points. Many users praised the ease of application and the impressive shine that the polish provided. A common sentiment was that the product not only made their shoes look great but also protected them from scuffs and weather damage. Additionally, customers appreciated the informative content shared during the campaign, which helped them understand proper shoe care techniques. Beyond shoe care, consumers shared creative alternative uses for Black Panther Shoe Polish. Some reported using it to

enhance the appearance of leather handbags and jackets, noting that it revitalized and protected these items as well. Others mentioned using the polish on furniture, especially leather chairs, to maintain their shine and prevent wear.

The campaign also featured a customer contest, where participants shared before-and-after photos of their shoes after using Black Panther Shoe Polish. This initiative generated excitement and showcased the product's effectiveness, resulting in a vibrant online community around the brand.

The "Step Up Your Shine" campaign was deemed a resounding success. Black Panther Shoe Polish not only achieved its sales and engagement goals but also strengthened its relationship with customers through meaningful interactions and valuable feedback. Moving forward, the brand plans to incorporate customer suggestions into future product development and marketing strategies, particularly considering the innovative uses consumers have discovered.

3.2.1 As the marketing manager for Black Panther write a report evaluating customer experience versus what the company expected (15)

2 Marks to be allocated for each comparison ;5 marks for correct report format

Model answers; Assessor discretion advised.

- **Direct Engagement and Feedback**
- **Positive Customer Sentiments**
- **Shoe Care Techniques**
- **Creative Uses**
- **Customer Contest**

3.2.2 As the marketing intern for Black Panther write a report on alternative ways that customers are using the product. (15)

2 marks for each alternative way;5 marks should be allocated for report format

Model answers:

1. **Enhancing Leather Handbags:** Revitalizing and protecting the appearance of leather bags.
2. **Conditioning Leather Jackets:** Keeping jackets shiny and preventing wear.
3. **Furniture Care:** Applying the polish to leather furniture to maintain shine and durability.

4. **Restoring Old Leather Goods:** Using it on vintage leather items to restore their luster.
5. **Polishing Belts:** Keeping leather belts looking new and well-maintained.
6. **Protecting Car Interiors:** Applying it to leather seats for added protection and shine.
7. **Leather Accessories:** Using it on wallets and watch straps to enhance their appearance.
8. **Squeaky Leather Shoes:** Reducing noise from squeaky leather by applying polish to the soles.
9. **Craft Projects:** Using it in DIY projects involving leather materials for a polished finish.

SUB- TOTAL: 65 marks

GRAND TOTAL: 150 marks